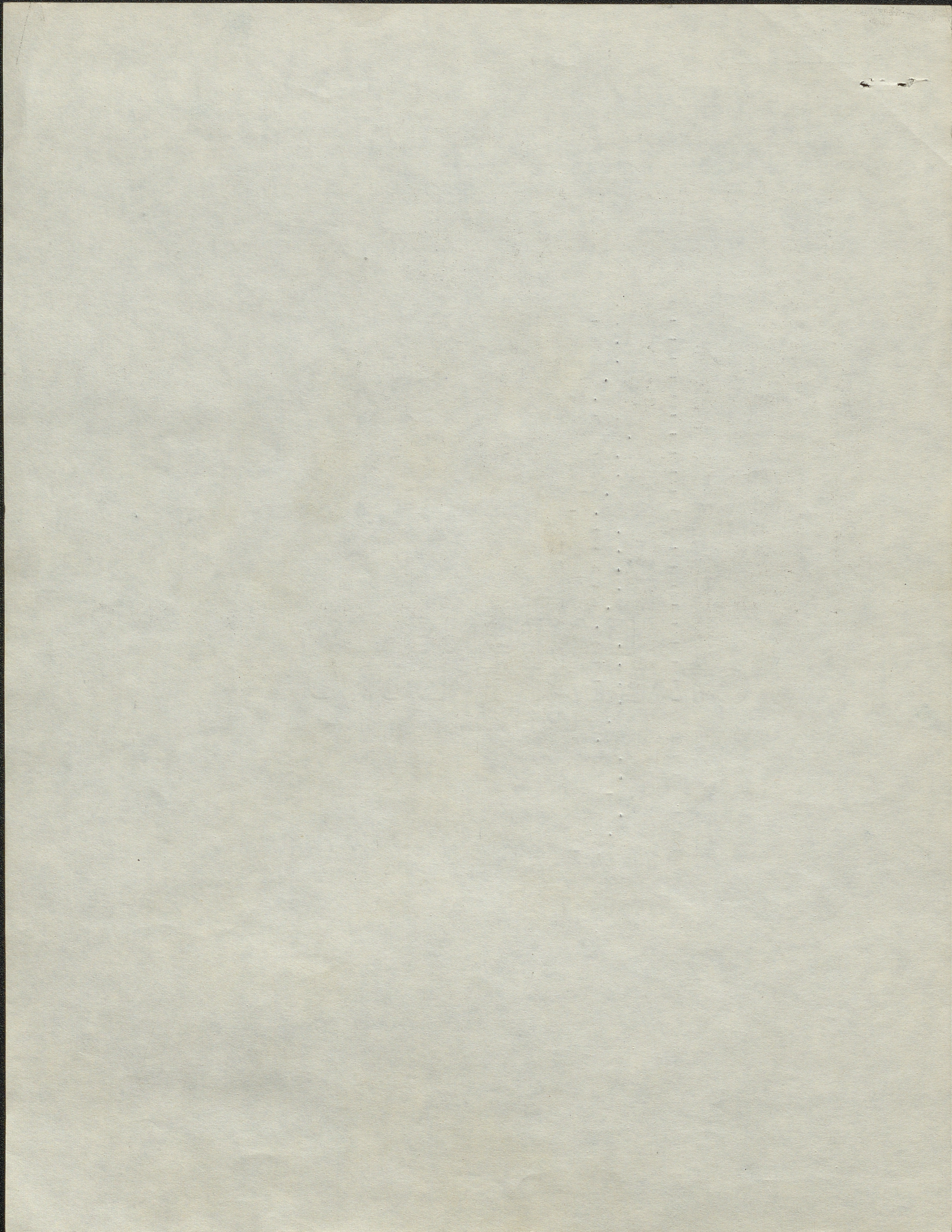


PLEASE NOTE:

LUCKY STRIKE COURTESIES WILL BE WRITTEN FOR AND READ ON THE DATES LISTED BELOW. SUPERVISORS WILL PLEASE CHECK TO SEE THAT THEY ARE READ AND SIGNED. PUBLIC RELATIONS MEMBERS ON SHIFT WILL SEE THAT COURTESIES ARE WRITTEN USING THE SUGGESTED THEMES BELOW, AND THAT PROOF OF PERFORMANCES OF THE COURTESIES ARE TYPED. IF FOR ANY REASON A COURTESY CANNOT BE SCHEDULED FOR THE LISTED DATE, IT SHOULD BE WRITTEN ANYWAY AND SCHEDULED FOR THE FOLLOWING DAY. "IT IS A FACT" COURTESIES SHOULD BE WRITTEN IN EXACTLY THE SAME PROSAIC STYLE FOR REPETITIVE PURPOSES. (SEE ATTACHED SAMPLE.)

MARCH 1 - MON. - "IT'S A FACT" #1
3 - WED. - "IT'S A FACT" #2
5 - FRI. - #3
7 - SUN. - #4
9 - TUES. - #5
11 - THURS. - #6
13 - MON. - #7
15 - WED. - #8
17 - FRI. - #9
19 - SUN. - #10
21 - TUES. - #11
MARCH 25 - THURS. - TAKE LUCKIES ALONG ON SPRING VACATION.
APRIL 5 - MON. - #12
7 - WED. - #13
9 - FRI. - #14
11 - SUN. - #15
13 - TUES. - #16
15 - THURS. - #17
17 - MON. - #18
19 - WED. - #19
21 - FRI. - #20
23 - SUN. - #21
25 - TUES. - #22
APRIL 29 - THURS. - #23
MAY 3 - MON. - #24
5 - WED. - #25
7 - FRI. - #26
9 - SUN. - #27
11 - TUES. - #28
13 - THURS. - REMEMBER LUCKIES STUDING FOR EXAMS AND
OVER THE SUMMER.

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THE "IT'S A FACT COURTESY DATA

1. CHARLES LINBURG, JR. KIDNAPPED, 1932
2. FIRST US CONGRESS CALLED TO SESSIN, 1789
3. BOSTON MASSACRE (IN BOSTON!!), 1770
4. JUDITH COPLAN FOUND GUILTY OF ESPIONAGE, 1950
5. YALE BEAT HARVARD IN WRESTLING 18-11, 1941
6. HITLER INVADDED AUSTRIA, 1938
7. RUSSIAN CZAR ABDICATED, 1917
8. STAMP ACT REPEALED, 1776
9. FIRST SUCCESSFUL OPERATION OF AUTO, 1882
10. EARLE BROWDER, TOP COMMUNIST, LECTURES YAKE ON IT (J. MCCARTHY, TAKE NO 1938
11. WILL SHAKESPEARE DIED, 1616
12. JESUS CHRIST ROSE FROM THE DEAD, 33 A.D.
13. HENRY FORD DIED, 1945
14. LEE SURRENDERED TO GRANT AT APPOMAXX, 1865
15. STERLING MEMORIAL LIBRARY ODENED AT YALE, 1931
16. TOM JEFFERSON BORN, 1743
17. LINCOLN DIED, 1865
18. PAUL REVERE RODE, 1775
19. FIRST TRAIN CROSSED MISSISSIPPI, 1856
20. WORDSWORTH DIED, 1850
21. CONGRESS DECLARED WAR ON SPAIN, 1898
22. GRANT BORN, 1822
23. STEAMBOAT, SUTTEN, EXPLODED: 1500 DIE: WORST RIVER DISASTER, 1865
24. A. G. SPAULDING ADVERTISED GOLF CLUBS AT \$1.50, 1900
25. YALE BEATS WELYN IN BASEBALL 2-0, 1915 1934
26. SUMMAN EUROPEAN COAL AND STEEL PLAN PROPOSED, 1950
27. YALE BEAT HARVARD IN BASEBALL, 8-4, 1894

26. Lusitannia sank, 1915

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COURTESY SAMPLE

IT'S A FACT. YES, IT'S A FACT THAT GEORGE WASHINGTON WAS BORN FEBRUARY 22, 1732. AND IT'S ALSO A FACT THAT LUCKY S STRIKE BRINGS YOU THE BEST IN CIGARETTES AND THE BEST IN NEWS COVERAGE. YES, IT'S THE LUCKY STRIKE NEWS OVER WYBC TONIGHT AT 5 AND 8 FOR COMPLETE NEWS OF THE WORLD.

